Foundation Detail

Foundation: Beldon Fund
WE Contact: John Hunting, Beldon's E.D.
Relationship: Ty knows from Threshold
Previous Giving: Gave $1,000 before in discretionary funding
Timing: No Deadlines
Suggested Approach: A letter from Ty asking for discretionary funding; or if Ty is not available, then from Point Board president referencing earlier support. Include a copy of latest issue.

Foundation: Bullitt Foundation
WE Contact: Dennis Hayes, Bullitt's E.D.
Relationship: Hunter has excellent relationship; Ty knows.
Previous Giving: none; typically only give to Pacific Northwest; Montana; Idaho; Alaska.
Timing: for proposals: April 1; August 1; December 1.
Suggested Approach: Hunter should ask Dennis about possibility of either a discretionary grant for general support; or a grant for specific themes that focus content on their geographic region of focus.

Foundation: Columbia Foundation
WE Contact: Susan Clark, Columbia's E.D
Relationship: David, Ty, and Rick all know Susan. David and Ty report she is a big fan of WE, but is skeptical of magazines generally in terms of fundraising.
Previous Giving: none
Timing: for proposals: Feb. 1; August 1
Suggested Approach: Susan has discretionary money, in addition to grants; she is also very helpful in pointing out other foundations who may be interested in our work. Best approach is to schedule a meeting to both ask her about Columbia funding, and about other foundations on our list. David should schedule this.

Foundation: Compton
WE Contact: James James and Patricia Compton, Board Members
Relationship: Ty and Mayumi (they collect Mayumi's art); David; J. Baldwin
Previous Giving: $20,000 in 1996
Timing: for proposals: March 1; October 1
Suggested Approach: either try to arrange a meeting with Comptons or Edith Eddy, Compton's E.D. Most foundations will meet with previous grantees. Only go after we have a few issues under our belt. Aim for March 1 proposal deadline.

Foundation: Mary Crocker Trust
WE Contact: Rick knows Barbaree Jurnegen, Crocker's E.D.
Relationship: Rick has secured grants from Barbaree for two other organizations, including one grant to support a publication.
Previous Giving: None
Timing: for proposals: Jan. 31; August 31.
Suggested Approach: Likely more interested in theme issue support than general support. Also, they emphasize organizations based in Bay Area, whose work impacts Bay Area environment. Write a letter of inquiry highlighting a few environmental themes; include copies of latest issues; follow-up with phone call.

Foundation: Geraldine R Dodge
WE Contact: no specific names, but Hunter knows some foundation staff
Relationship: Hunter knows
Previous Giving: none
Timing: different for different issue areas: Public issues-- Sept. 15; Arts: March 15.
Suggested Approach: Hunter should call her contacts and ask if they would be interested.

Foundation: Global Environment Project Institute
WE Contact: Tom and Jim Hormel
Relationship: Ty knows through the Threshold network
Previous Giving: none
Timing: August 1 pre-proposal; Sept. 1 full proposal
Suggested Approach: either standard letter of inquiry; or Ty can write to Tom and Jim and ask for discretionary.

Foundation: Goldman Fund
WE Contact: Susan Clark of Columbia suggested we try them. Rick knows two program officers, Diana Donalin and Amy Lyons
Relationship: They are located right next door to Columbia Foundation; Rick has secured grants from them, including $75,000 for a publication.
Previous Giving: none
Timing: no deadlines-- rolling dockets
Suggested Approach: Goldman's endowment has taken a significant jump in the past year, with the passing of founder Rhoda Goldman. However, Rhoda was the radical; her husband, Richard, is fairly conservative in comparison, as are the children who make-up the rest of the board. Ask Susan Clark to introduce us or simply send a letter of inquiry to Amy Lyons, environmental program officer. Don't know the chances, but if they did want to support they could give at least $50,000.

Foundation: Willian and Flora Hewlett
WE Contact: Michael Fisher, new head of Environmental Programming
Relationship: David knows from his work with the Coastal Conservancy, which Fisher used to direct.
Previous Giving: none
Timing: No deadlines for proposals-- rolling dockets. Fisher is just getting his bearings, suggests we don't approach them until November;
Suggested Approach: David takes lead; sends a letter of inquiry to Fisher then follow-up with a meeting.

Foundation: Kellogg
WE Contact: Orin Hesterman, Director of Ag programs (he is the wrong guy, but should be able to steer us in the right direction)
Relationship: David is a friend of his
Previous Giving: none
Timing: no deadlines; rolling dockets
Suggested Approach: Personal call from David to see who we should send a letter of inquiry to; then follow-up with the right program officer.

Foundation: Marin Community Foundation
WE Contact: our program officer has left
Relationship: Mike Stone was the lead
Previous Giving: $30,000 in 1996 for religions and environment issue (check amount)
Timing: no deadlines; rolling dockets
Suggested Approach: Our biggest selling point is we are based in Marin. First, we need to identify our program officer. Then, assemble a set of Marin luminaries-- writers, artists, thinkers, environmentalists-- a few sentences from each one about how important WE is-- from Marin and a gift from Marin to the world. Peter Warshall should organize this.

Foundation: Jessie Smith Noyes
WE Contact: President Stephen Veederman and board member Edith Mumma
Relationship: Hunter knows both well. Also, Don Michael, a friend of Danica's knows Veederman.
Previous Giving: none
Timing: no deadlines; 3 dockets per year but dates vary
Suggested Approach: Veederman spends time in San Francisco. See if it's possible for his and Hunter's schedule to jive and set-up a meeting with them and Peter Warshall. Or, ask Hunter is she can just talk to Edith or Stephen about us and sound out their interest.

Foundation: Patagonia
WE Contact: Yvon Chouinard, company founder/owner
Relationship: Close friend of Chris Tompkins and Doug Tompkins; Chris suggested we go to him.
Previous Giving: none
Timing: for foundation, April 30 and August 31; for personal, none.
Suggested Approach: We should go for a personal donation, in the $25,000 to $50,000 range. Say Chris suggested it; Doug and Peter Buckley (also his friend) have given. See if Peter Warshall can also get a letter of support from Jerry Mander.

Foundation: REI
WE Contact: David Thompson, former Board Member
Relationship: Someone David knows from Davis
Previous Giving: none
Timing: for proposals, they have 10 dockets per year, Jan. - Oct.
Suggested Approach: David should call up Thompson, and ask about the process and our chances, then follow-up as suggested.

Foundation: Surdna
WE Contact: Edward "Ed" Skloot, Surdna's E.D.
Relationship: good friend of Hunter
Previous Giving: none to us, but $125,000 to "E" for subscription building
Timing: for proposals, no firm deadlines, but Board meets in Feb. May and Sept.
Suggested Approach: They are our biggest potential funder. According to their annual report, they are committed to creating "informed activist citizens". Hunter has volunteered to call Ed to describe what we are, and what we will be doing in future. See if they are either interested in specific themes or hopefully, subscription building. Alex just needs to prepare a backgrounder for Hunter on subscription building; Peter Warshall should brief Hunter on upcoming themes. If Hunter gets a positive response, follow-up with full proposal.

Foundation: Educational Foundation of America
WE Contact: Board members John Powers (elder) John Powers (younger: hates to be called "junior"); Barbara ("Bobbi") Bohardt
Relationship: Hunter knows both John's; says younger is the contact to approach; David knows Bobbi, who lives in Davis.
Previous Giving: none
Timing: no firm deadlines; but they make you jump through lots of hoops, so do it as soon as possible.
Suggested Approach: For John's: wait until second issue is out, then send John Powers (younger) the two issues, along with a letter of inquiry, spelling out future topics, our audience, and amount we are seeking (they can give

$100k no problem). Ask Hunter to follow-up; but ultimately want Peter and John to dialogue.

For Bobbi: David should have an informal meeting in Davis with Bobbi and sound out her interest. Board members can refer up to a $40,000 proposal through a second tier process which is much easier and faster to get than proposals over $40k; but the request must come from Board members.

Foundation: Tides
WE Contact: Drummond Pike, Chair of Board
Relationship: Hunter knows him well; David has seen him over the years.
Previous Giving: none
Timing: no deadlines-- rolling funding decisions
Suggested Approach: Tides does not have an endowment; it links up those who want to give with those who need money through "donor advised funds." The key is to get Drummond beating the drum within the Tides network for your project. Find out when Hunter is next in the bay area, and see if we can arrange a meeting with Hunter, Drummond, and David and or Peter. If Drummond gets on board, Tides money will follow.

Foundation: Turner Foundation
WE Contact: Board members Ted Turner & Jane Fonda; Foundation Director Peter Bahouth
Relationship: Hunter knows all three; Diana Hadley also knows at least one.
Previous Giving: none
Timing: proposals due: April 1; October 1
Suggested Approach: Hunter and or Diana should call up and see what they say; follow-up with a proposal if one is requested.

Foundation: Weeden
WE Contact: a board member Mike Stone knows
Relationship: used to serve on the Board of Directors at the College where Mike was V.P.
Previous Giving: $1,000
Timing: Trustees can initiate grants at any time; for proposals: Feb. May Aug. Nov.
Suggested Approach: Mike should contact his former colleague and ask for discretionary grant. SORRY - THE WE LOOK I KNOW (DIFF. SPELLING) ISN'T RELATED TO THIS FOUNDATION

Hunter also suggests we develop connections to Packard and Irvine Foundations. We have no contacts now.